

### **REMARKS/ARGUMENTS**

In response to the Examiner's Office Action of August 28, 2008 issued in relation to the present Patent Application, the Applicant submits Amendments to the claims, and the below Remarks.

Claims 1-3, 5, 7, 10, 12, 13, 18, 28, and 29 are presented for examination. Claims 1 and 18 are independent claims.

#### ***Regarding Double Patenting Rejections***

Claims 1-3, 5, 7, 10, 12, 13, 18, 28, and 29 are rejected under 35 USC 101 for claiming the same invention as that of claims 1-50 of US Patent No. 7,137,549.

Independent claims 1 has been amended to more clearly define the present invention. Independent claim 18 has been cancelled from the application. Applicants submits that, due to those amendments, the invention as now claimed in the present application is patentably different from that claimed in US Patent No. 7,137,549, and requests withdrawal of the Double Patenting Rejection.

#### ***Regarding Claim objections***

Claim 28 is objected to under 37 CFR 1.75(c), as being in improper dependent form.

Claim 28 has been cancelled from the application.

#### ***Regarding 35 USC 112 rejection***

Claim 12 is rejected under 35 USC 112 as being indefinite.

The dependency of claim 12 has been amended.

#### ***Regarding 35 USC 102 and 35 USC 103 Rejections***

Claims 18 and 28 are rejected under 35 USC 102(b) as being anticipated by Murphy et al. (US 4,554, 446).

Claims 1-3, 5, 7, 13 and 29 are rejected under 35 USC 103(a) as being unpatentable over Murphy et al in view of Lazzouni et al. (US 5,661,506).

Claims 5, 7, 13, 18 and 28 have been cancelled from the application.

Independent Claim 1 has been amended to define that the coupon is printed on a surface of a product item. The coupon includes machine-readable coded data which uniquely identifies the product item. Information identifying the product item is transmitted to a coupon administrator.

Murphy teaches providing a voucher having a machine readable code on the voucher itself. This allows the voucher to be identified. Products are identified through a Universal Product Code (bar code) which usually includes the total cost, the type of commodity, name of manufacturer, and an identification of the commodity itself. The bar code does not uniquely identify the product item, but merely identifies the product generically, meaning all items from the same manufacturer, having the same quantity and being of the same batch will have an identical bar code.

In the claimed invention the coupon is associated with the product item by being printed on the product item. This avoids having to match products and coupons at the point of sale. Uniquely identifying the product item has certain advantages. Such include being able to automatically determine whether the associated product item has been sold, and that the product item is used only once in redeeming a coupon.

### ***Specification***

Page 1 of the specification has been amended to update the list of co-pending applications with USPTO application and serial numbers. The Applicant submits that this amendment introduces no new matter.

### **CONCLUSION**

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

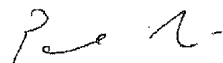
Very respectfully,

Applicant/s:



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